



## Tuesday, May 4

- 6:30 a.m. – 3:30 p.m.      **OPTIONAL Tour<sup>2</sup> – All Day Offshore Fishing Charter**
- 1:30 p.m. – 4:30 p.m.      **Early Registration**  
Magnolia Ballroom Foyer and Patio

## Wednesday, May 5

- 7:15 a.m. - 8:30 a.m.      **Charity Fun Run/Walk**  
Omni Beach
- 9:00 a.m. – 3:30 p.m.      **Registration**  
Magnolia Ballroom Foyer and Patio
- 12:00 p.m. – 4:00 p.m.      **20 Group SuperConference Summit<sup>1</sup>**  
Cumberland Ballroom
- 5:30 p.m. – 8:15 p.m.      **Welcome Reception/Dinner**  
Marsh View Terrace /Oak Point Lawn (5-minutes from hotel)  
Buses leave from Magnolia parking lot promptly at 5:15 p.m.  
Group walk (1/2 mile - 10 minutes) leaves at 5:00 p.m.
- Break bread on SuperConference opening night with your friends,  
ATI staff, coaches and suppliers

<sup>1</sup> You must be a 20 Group member to attend the Summit

<sup>2</sup> Optional events, unless noted as FREE, are for a fee per person with limited availability

## Thursday, May 6

- 6:10 a.m. - 6:30 a.m. **Morning Stretch** - Bruce Williams - Fitness Coach  
Omni Beach. Weather backup Magnolia Foyer (South Hallway)
- 6:45 a.m. – 8:00 a.m. **Breakfast**  
Magnolia Garden / 8 Flags Patio & Lawn
- 8:10 a.m. - 8:25 a.m. **Welcome to SuperConference 2021**  
Magnolia Ballroom - General Session
- 8:25 a.m. – 9:50 a.m. **Mary Kelly - 6-5-7 for Automotive Professionals to Grow Their Businesses**
- 9:50 a.m. – 10:05 a.m. **Break** - Magnolia Garden / 8 Flags Patio & Lawn
- 10:05 a.m. - 11:10 a.m. **Dennis Snow - Delivering World-Class Customer Service**
- 11:10 a.m. – 11:20 a.m. **SC21 Charity Spotlight - The mikeroweWORKS Foundation**
- 11:20 a.m.- 11:50 a.m. **SuperConference 2021 Group Picture**  
6<sup>th</sup> hole Ocean Links golf course
- 12:00 p.m. - 1:00 p.m. **Lunch** – Magnolia Garden / 8 Flags Patio & Lawn
- 1:15 p.m. - 3:30 p.m. **Round Table Breakouts**  
Conference Center - Ballroom Breakouts
- 1:15 p.m. - 2:15 p.m. **1st Round Table Session**
- 2:15 p.m. - 2:30 p.m. **Round Table Speaker Rotation**
- 2:30 p.m. - 3:30 p.m. **2nd Round Table Session**
- 3:30 p.m. - 3:45 p.m. **Break** - Magnolia Garden / 8 Flags Patio & Lawn
- 3:45 p.m. - 4:15 p.m. **Daily Wrap**  
**2020 Re-Engineering Graduating Class Recognition**  
  
**Biggest Discoveries from Day I**  
Magnolia Ballroom
- 5:00 p.m. - 6:30 p.m. **SuperConference Olympics**  
Omni Beach
- 7:00 p.m. – 10:00 p.m. **OPTIONAL Tour<sup>2</sup> – Evening at the Fernandina Beach Historic District**  
  
**Dinner on Your Own**

## Friday, May 7

|                         |                                                                                                                                  |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 6:10 a.m. - 6:30 a.m.   | <b>Morning Stretch</b> - Bruce Williams - Fitness Coach<br>Omni Beach. Weather backup Magnolia Foyer (South Hallway)             |
| 6:45 a.m.- 7:35 a.m.    | <b>Breakfast</b><br>Magnolia Garden / 8 Flags Patio & Lawn                                                                       |
| 7:45 a.m. - 8:45 a.m.   | <b>3rd Round Table Session</b><br>Conference Center - Various Breakouts                                                          |
| 8:45 a.m. - 9:00 a.m.   | <b>Round Table Speaker Rotation</b>                                                                                              |
| 9:00 a.m. - 10:00 a.m.  | <b>4th Round Table Session</b>                                                                                                   |
| 10:00 a.m. - 10:15 a.m. | <b>Break</b> - Magnolia Garden / 8 Flags Patio & Lawn                                                                            |
| 10:15 a.m. - 10:30 a.m. | <b>Welcome to Day II</b><br>Magnolia Ballroom - General Session                                                                  |
| 10:30 a.m. – 11:20 a.m. | <b>Carm Capriotto Remarkable Results Radio – Town Hall Broadcast Live</b>                                                        |
| 11:30 a.m. – 12:00 p.m. | <b>Vendor Meet &amp; Greet – Set Your Course for the Bonus Breakouts and Trade Show</b><br>Magnolia & Amelia Terraces            |
| 12:00 p.m. – 12:50 p.m. | <b>Lunch</b> Magnolia Garden / 8 Flags Patio & Lawn                                                                              |
| 1:00 p.m.- 1:40 p.m.    | <b>Chubby - My 46-Year Journey As a 1st In Command</b>                                                                           |
| 1:40 p.m. - 2:10 p.m.   | <b>Daily Wrap</b><br><b>ATI 5+ Year Tenure Recognition Awards</b><br><b>Biggest Discoveries from Day II</b><br>Magnolia Ballroom |
| 2:35 p.m. - 3:20 p.m.   | <b>Bonus Breakout Session 1</b><br>Conference Center - Various Breakouts                                                         |
| 3:20 p.m. - 3:35 p.m.   | <b>Bonus Breakout Rotation</b>                                                                                                   |
| 3:35 p.m. - 4:20 p.m.   | <b>Bonus Breakout Session 2</b>                                                                                                  |
| 4:45 p.m. - 8:00 p.m.   | <b>SuperConference 2021 Trade Show</b><br>Conference Center Foyers<br><br><b>Dinner on Your Own</b>                              |

## Saturday, May 8

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|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6:10 a.m. - 6:30 a.m.   | <b>Morning Stretch</b> - Bruce Williams - Fitness Coach<br>Omni Beach. Weather backup Magnolia Foyer (South Hallway)                                                                                                                                    |
| 6:45 a.m.- 7:40 a.m.    | <b>Breakfast</b><br>Magnolia Garden / 8 Flags Patio & Lawn                                                                                                                                                                                              |
| 7:55 a.m. - 8:10 a.m.   | <b>Welcome to Day III</b><br>Magnolia Ballroom - General Session                                                                                                                                                                                        |
| 8:10 a.m. - 8:20 a.m.   | <b>Humanitarian of the Year Finalist Presentation</b>                                                                                                                                                                                                   |
| 8:20 a.m. - 9:20 a.m.   | <b>Richard Menneg – The Power of An Effective 2<sup>nd</sup> in Command</b>                                                                                                                                                                             |
| 9:20 a.m. - 9:35 a.m.   | <b>Break</b> - Magnolia Garden / 8 Flags Patio & Lawn                                                                                                                                                                                                   |
| 9:40 a.m. - 10:35 a.m.  | <b>Mark Zinder – What Happens Next?</b>                                                                                                                                                                                                                 |
| 10:35 a.m. – 11:35 a.m. | <b>Steve Rizzo – Drilling for Optimism</b>                                                                                                                                                                                                              |
| 11:35 a.m. - 12:15 p.m. | <b>Daily Wrap - Biggest Discoveries from Day III</b><br>Magnolia Ballroom                                                                                                                                                                               |
| 12:45 p.m. – 4:30 p.m.  | <b>Optional Tours<sup>2</sup> – Amelia Island Walking Food Tour</b><br><b>Optional Tours<sup>2</sup> – Amelia Island River Cruise</b><br><b>Optional Tours<sup>2</sup> – Segway Tour</b><br><b>Optional Tours<sup>2</sup> - Inshore Fishing Charter</b> |
| 7:00 p.m. – 10:00 p.m.  | <b>Dinner Celebration, Awards Banquet and Entertainment</b><br>Magnolia Ballroom                                                                                                                                                                        |
| 10:00 p.m. - 11:30 p.m. | <b>SC21 Afterglow Dance Party</b><br>Magnolia Foyer and Garden Lawn                                                                                                                                                                                     |

<sup>2</sup> Optional events, unless noted as FREE, are for a fee per person with limited availability

